

**GENERAL PLAN UPDATE  
STEERING COMMITTEE**

**December 09, 2002  
PSB Conference Rooms 2 & 3**

**MINUTES**

MEMBERS PRESENT: Patricia Aguilar Gregory Alabado Randall Krogman  
Chris Lewis Paul Nieto Teresa Thomas  
Rudy Ramirez Diana Rude Mitch  
Thompson

MEMBER ABSENT: Kevin O'Neill, Bill Tripp

STAFF PRESENT: Bob Leiter, Director of Planning and Building  
Ed Batchelder, General Plan Project Manager  
David Kaplan, Traffic Engineer, General Plan Team  
member  
Rabbia Phillip, GPU Secretary

GUESTS: Frank Ohrmund  
Mando Liuag

**1. INTRODUCTION**

The Chairman called the meeting to order at 6:10 p.m. he conducted the roll call and asked the members of the public to introduce themselves. The new secretary to the GPU, Rabbia Phillip, was introduced by Ed Batchelder.

**2. QUESTIONS & FOLLOW UP FROM 11/18/02 MEETING**

Corrections to the minutes of the last meeting were proposed as follows:

Pg.1, Guest should be John Chavez

Pg.1, item #3 line 6 to include: "...public health and safety among..."

Pg.2, top paragraph, line 6: replace "sensible" with "sustainable"

Pg.2, last paragraph, line 2: replace "transportation" with "economic"

The corrected minutes was approved and seconded and passed into record.

There was discussion of the issue of including a youth representative on the Steering Committee. It was pointed out that the youth would be the beneficiaries of long range planning, and this forum could be a good learning opportunity for a young person in this civic process. The Chairman asked for a motion but no consensus was reached. Discussion continued as to the purposes of a youth representative, and whether it was more

advantageous to directly appoint a position on the Committee, or to reach out to youth groups with the Committee's work, and incorporate their inputs and opinions into the Committee's deliberations. Concern was expressed regarding continuity, as there could be turn over in the representative considering their school workloads and the duration of the General Plan process. All agreed that youth involvement in the process was important. Bob Leiter proposed, and it was agreed, that staff would look into methods for youth involvement and how other cities have addressed the issue, and report back to the Committee.

### **3. REVIEW AND DISCUSSION OF PRELIMINARY ISSUES REPORT**

Ed Batchelder referred to the Preliminary Issues Report which was handed out at the last meeting. He indicated that there were 4 topic areas out of the 9 in the report, for specific review by the Steering Committee, the rest being reviewed by the other Subcommittees. The 4 topics are Transportation, Land Use, Community Character and Demographics. He then gave a powerpoint presentation reviewing the public's comments in each of the four topic areas, highlighting the main themes. He asked that the Committee's discussions identify any issues that members find missing or not accurately/adequately stated, and any key relationships members see between the topics. Comments were invited to elaborate on the topics and get more in-depth into each.

The Chairman invited the committee members to comment on these issues and any others from the document to generate an exchange of ideas and discussion.

Frank Orhmund, a member of the public and a real estate broker, voiced a concern of his clients whose efforts to buy property to open a new business and live in eastern CV are stymied by the large, master plan developers who typically lease to large business. This takes away from individualism and the ability of small business owners to work in the community in which they live. He stated that looking at creating more opportunities for new small businesses would encourage economic growth in that area and reduce commute of the people employed who live close by. This would also give longevity to maintain the character of the community as these businesses may remain in the family and continue for generations. After discussion it was identified that there are some opportunities for small businesses to locate in the large, new commercial centers in the eastern CV area.

There was an exchange of ideas regarding the affect of large commercial entities moving into CV, with some of the committee members noting the positive impact on the economy with jobs and income; while others noted that major commercial businesses are difficult and costly to establish and

take time to become profitable to the region. They also change the character of the city.

Bob Leiter suggested that these issues be taken by staff, explored and compared to recent studies done by the Economic Development Commission and others, which took into consideration not just land use and parcel sizes, but what would benefit the local economy considering market competition and other conditions. Conclusions and recommendations would be returned to the Committee. Staff's review could also consider the affect of large and small businesses on specific character traits in specific areas within both newly developed as well as older areas of the City.

Regarding the Issues Report, question was raised as to intents to use other, additional polling mechanisms, such as surveys, to solicit ongoing community input regarding issues important to the GP Update. Bob responded that broader public input will be continuing, and there will be opportunities to survey and refine. Ed noted that each of the Subcommittees will also be working to refine issues and inputs in each of their respective topic areas. Outcomes of their discussions on issues, and the development of vision statements and key goals will be presented to the Steering Committee at the February meeting. In March, a report on the vision and key goals and objectives for the Update would be published and shared with the Council and the public, which would provide another opportunity for early input in the process.

The exercise of using the suggested "post-its" method for the Committee's review of issues was discussed, with the decision being reached to have a "round table" discussion instead. It was decided to start with the topic of Land Use, since it is fundamental to the other topics. There were several initial questions about the presentation of the issues information, the table headings, the number of responses, and the distribution of responses across the City. Ed answered these questions and indicated that staff will bring a map to the next meeting to show the dispersal of the public responses. It was clarified that this exercise was to identify any issues member's felt were not listed, and to elaborate on, or further refine those presented.

The first comment addressed was related to both land use and community character. The theme of a lot of such comments seemed to show a desire for the small town atmosphere/ strong neighborhoods and activity centers coordinated to work together. It was pointed out that the development should take into account preservation of the environment. It was the consensus that Chula Vista should incorporate into the development a natural open space area with it's own character which would be a focal point for both the eastern and western residents of the city, maybe the equivalent of Balboa Park. It was noted that there is no available space of the size to accommodate a Balboa Park-type area. Discussion centered

around the character of an area. It was pointed out that east of the 805 was more suited for the natural open space type of gathering place, and west of the 805 contained local areas, such as Montgomery, which already possessed their own character. In summarizing it appeared that the important theme was to protect and enhance the character of individual neighborhoods and create activity or meeting-place centers to unify the city. Staff was asked to present some expanded examples to reflect the feasibility of creating those centers, viz a laundry list of things that link the city. A committee member enquired about any existing historical data depicting the development of Chula Vista. In response Bob Leiter explained that evolved by a combination of zoning, plans, annexations, major companies coming into the community, etc. Staff will present an overview of the history of the city for the committee. After further discussion it was noted that the General Plan should do more to develop these village centers. Staff was asked to review successful examples of other cities that could be replicated in Chula Vista to create activity centers which link the east and west parts of the city.

Bob Leiter stated that the existing General Plan has features such as activity centers, linkages and corridors that need to be articulated and presented to the Committee. This may be helpful in transitioning the Committee from the perspective of issues to that of creating a vision (how the city should look in 20 years) and developing guiding principles, goals and specific planning proposals. Staff will present an overview of the current General Plan at the next meeting.

Transportation was cited as a major issue to be addressed, explore the areas of concentration for ridership and the availability of resources. Bob stated that there is a joint study being done by the City and MTBD to develop a long-range (20 year) transit plan for the south county showing existing and proposed centers of activity, including a preliminary plan for a bus rapid transit to service the whole area. A presentation on this program will be scheduled at an upcoming meeting.

At the next meeting the staff will encapsulate the key statements about the issues covered in this meeting, and will go over the process to initiate discussion, using a facilitator, for preparing a vision and key values.

It was again raised that noticeably lacking as an issue was the identification of central activity centers, large enough to be city serving.

#### **4. PUBLIC COMMENT**

The Chair had allowed those members of the public present to participate in the earlier discussions. There were no other public comments at this time.

#### **5. ADJOURNMENT**

The meeting was adjourned at 8:15p.m. to the next meeting on January 13, 2003 at 6:00p.m. in the Public Services Building Conference Rooms 2 & 3.

Recorded by,

Rabbia Phillip  
Secretary-GPU  
Planning & Building Dept.